

**Form NP**

**NEW PROGRAM PROPOSAL FORM**

**Sponsoring Institution(s):** Lindenwood University

**Program Title:** Communications

**Degree/Certificate:** Bachelor of Arts

**CIP Classification:** 43.0202 (Please provide a CIP code)

**Implementation Date:** September 1984

**Expected Date of First Graduation:** December 1987

**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

06/17/10

Name/Title of Institutional Officer

Signature

Date

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## Form PG

### B.A. in Communications

#### PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood Univeristy

Program Name B.A. in Communications

Date June 17, 2010

#### Overview

Lindenwood University is an independent, liberal arts university serving over 12,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Communications is offered by the Lindenwood College for Individualized Education hereinafter to be referred to as LCIE. It will serve that audience of students who wish to pursue an undergraduate degree in which studies relating to the field of communications is emphasized in an academic, liberal arts setting. The Bachelor of Arts in Communications is both compatible and consistent with the goals and objectives of the LCIE program and the mission of the University.

#### Student Preparation

The Bachelor of Arts in Communications is a degree open to all Lindenwood LCIE undergraduate students. It seeks to develop students' basic oral and written communications skills as a solid foundation for success in whatever branch of the communications field they pursue professionally. Students are also expected to enhance their familiarity with current uses and trends in technologies important to the communications field. They are expected to develop their own technological skills through class project applications. As the communications field is large and varied, including mass communications, corporate communications, and aspects of technology, all students will be required to take a Foundations Studies in Communications Cluster. This course identifies all components of the field, and covers history, trends, major thinkers, and significant issues regarding communications media and society. After their nine foundation credits students elect coursework within the major. A total of 45 hours in the major is required for the degree. Flexibility in course selection enables students who so desire to develop emphases in corporate or mass communications. All students with 45 credits in courses qualifying for the Communications Major can declare for a degree in Communications. Those who have 27 of the 45 required credits in Corporate

Communications or Mass Communications courses have the option to declare their major either in Communications or in the emphasis area for which they qualify. Courses tend to emphasize a “how it’s done in the real world approach,” through readings, class discussions, and written and oral communications assignments. All Communications students must complete in their final term of study an undergraduate Culminating Project, demonstrating both growth and competency in writing, research, and/or production skills.

## Faculty Characteristics

All faculty for this program will possess a master’s degree or higher from an accredited institution. They will also have professional experience in the field of communications.

LCIE, Science, Communications and Management have full time faculty who are qualified to assist in the delivery of the degree. In addition, the value of degrees in LCIE is enhanced by the use of adjunct faculty who are currently employed in relevant fields of communications and marketing. Using professionals who are also qualified college instructors will guarantee that the content of the curriculum remains current. Textbooks and course content for sections taught by adjuncts are determined by full time faculty.

## Enrollment and Graduation Projections

The LCIE program offers coursework in nine hour clusters over four quarters a year. Since nine hours a quarter constitutes a full time student, a student enrolled in a cluster is full time. Some students choose to attend according to the reimbursement policies of their employers and that might cause them to attend fewer than four quarters a year.

Year	2008	2009	2010	2011	2012
Anticipated New Students	132	145	159	175	193
Anticipated Graduates	30	35	40	45	50

## Student and Program Outcomes

As over ninety percent of our student population is already fully employed, some working in aspects of communications, many use their degree to enhance their ability to advance professionally within their current organization. Others use it to update knowledge and skills and prepare for a lateral move into communications positions within their organization or to prepare for a career shift.

## Alumni and Employer Survey

The LCIE program at Lindenwood University has an extremely high satisfaction rate for alumni and employers. There is very little advertising and students are attracted to the program by word of mouth. This is demonstrated by the survey that was given to current students in the spring quarter of 2007. 72% responded that they enrolled in the LCIE program because of the recommendation of a friend or coworker. There were 810 respondents.

Faculty and program managers in the LCIE program are currently assessing the assessment program that has been in place for the past five years. More surveys and follow up on graduates will be included in the 2009 assessment.

Employers who provide tuition reimbursement do so for enrollment in the LCIE program.

## Form PS

### PROGRAM STRUCTURE for B.A. in Communications

#### **Communications (B.A.) Program Description**

The Lindenwood College for Individualized Education (LCIE) Bachelor of Arts in Communications provides students with broad-based knowledge and pragmatic skills. Classes are taught by experienced communication professionals and include a wide range of offerings in both the corporate and mass communication fields. LCIE students majoring in Communications pursue individualized degrees, designed in consultation with a Faculty Advisor, a sequence of courses consistent with their particular interests and needs. Students may pursue one of three degree titles in Communications: Communications, Mass Communications, or Corporate Communications. All majors must have at least 45 hours of credits in the major. Foundation Studies in Communications (ICM 400, 405, 406) is required of all majors. This cluster introduces students to the varied field of Communications, exploring its historical evolution and cultural impacts, and the major issues, theories, and trends that mark its development and relationship to American and World cultures. To declare as a Communications major, a student must have 45 hours in the major (any combination of coursework) including Foundations Studies. To declare as a Mass Communications major, a student must have 45 hours of coursework including Foundations Studies, and at least 27 hours of Mass Communications coursework. To declare as a Corporate Communications major, a student must have 45 hours of coursework including Foundations Studies, and at least 27 hours of Corporate Communications coursework.

All Communications majors take:

#### **Foundation Studies in Communications Cluster**

ICM 40000 Historical Development and Trends in Communication (3)

ICM 40500 Media and Society (Ethics and the Media) (3)

ICM 40600 Theories of Communication (3)

(Required of all Communications majors)

Any combination of Mass Communications or Corporate Communications listed below qualify for the Communications degree. 27 of the 45 hours in the major in Mass or Corporate Communications courses give one the option of declaring as either a Communications major, or a Mass or Corporate Communications major.

## **Mass Communication Emphasis Clusters**

### **Creative Writing Cluster**

ICM 31100 Creative Writing Lab (3)

ICM 31200 The Art of Fiction (3)

ICM 31300 The Art of Poetry (3)

### **Advanced Creative Writing Cluster**

ICM 31100 Advanced Creative Writing (3)

ICM 35100 Modern Poetry (3)

ICM 38000 Selected Topics in Literature (3)

### **Documentary Expression Cluster**

ICM 37200 Documentary Film and Video (3)

ICM 37300 Photojournalism (3)

ICM 37500 Documentary Journalism (3)

### **Desktop Publishing Cluster**

ICM 30900 Desktop Publishing in the Workplace (3)

ICM 44500 Information Systems Project (3)

ICM 46300 Computer Based Graphics (3)

### **Television Production Cluster**

ICM 25600 Television Production (3)

ICM 35800 Writing for Television (3)

ICM 35900 Production Management (3)

### **Advanced Television Production Cluster**

ICM 47400 Advanced Television Production (3)

ICM 47600 Advanced television Directing (3)

ICM 47700 Advanced Television Editing (3)

### **Visual Communications Cluster**

ICM 43100 Design-Visual Communication (3)

ICM 43200 Color Theory and Applications (3)

ICM 43300 20th Century Art Applications (3)

### **Creative Non-Fiction Cluster**

ICM 45500 Literary Feature Writing (3)

ICM 45600 Memoir and the Personal Essay (3)

ICM 45700 Studies in Creative Non-Fiction (3)

## **Corporate Communication Emphasis Clusters**

### **Group Dynamics Cluster**

IHR 37000 Group Dynamics (3)  
IHR 37100 Conflict Resolution (3)  
IHR 41000 Labor Economics & Industrial Relations (3)

### **Human Development & Training Cluster**

IHR 36000 Adult Learning Processes (3)  
IHR 36100 Career/Staff Development (3)  
IHR 36200 Employee Training and Development (3)

### **Desktop Publishing Cluster**

ICM 30900 Desktop Publishing in the Workplace (3)  
ICM 44500 Information Systems Project (3)  
ICM 46300 Computer Based Graphics (3)

### **Marketing Cluster**

IBA 35010 Principles of Marketing (3)  
IBA 45080 Marketing Management (3)  
IBA 48010 International Marketing (3)

### **Organizational Communication Cluster**

ICM 46000 Organizational Communications Theory (3)  
ICM 46100 Communications Process Analysis (3)  
ICM 46200 Practical Appl of Communication Processes (3)

### **Promotional Mix Cluster**

ICM 35000 Principles of Advertising (3)  
ICM 38900 Principles of Public Relations (3)  
ICM 39000 Promotion Management (3)

### **Public Relations Cluster**

ICM 44100 Group Communication (3)  
ICM 44200 PR Ethics (3)  
ICM 44300 PR Research and Planning (3)

*NOTE: In special circumstances and with the permission of faculty advisor, ICM 49500 Special Topics in Communications, 1-3 credits) may be developed as an Individualized Studies course under faculty supervision.*

**Students must also complete ICU 49900 Culminating Project.**

The degree is offered in a 128 semester hour program where five clusters (forty-five semester hours) in coursework approved for the Communications degree and an undergraduate Culminating Project (1 credit hour) constitute the core requirements of the degree.

**Form SE**

**Bachelor of Arts in Communications**

**STUDENT ENROLLMENT PROJECTIONS**

Year	1	2	3	4	5
Full Time	132	145	159	175	193
Part Time					
Total	132	145	159	175	193